

A Study of Impact of Quality Inferences on mall equity

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Abstract: The main purpose of the present study is to find out the impact of quality inferences on mall equity. The Gwalior region is selected for the study, sample size is 100. Reliability test is applied to check the reliability of data and regression is applied to find out impact of quality inferences on mall equity.

Keywords: Reliability test, Process, regression, Gwalior region

INTRODUCTION

Mall is generally used to refer to a large Shopping area usually composed of a single building, which contains multiple shops. Therefore, mall can refer to a place where a collection of shops all adjoins a pedestrian area that allows shoppers to walk without interference from vehicle traffic.

The shopping mall is a social environment that is not one's home or office, but rather a "third place" in which to socialize works or just hang out. A café in the shopping mall should not just be a place to hang out and/or work from a laptop, but part of a self-sustaining, self-generating scenario of distributed shopping experiences. Alfred Taubman, who developed some of the most successful malls in the United States, talks on the success of shopping malls, and the factors that influence the same. He reasons that ultimately, the success of a shopping mall is grounded in a profound level of insight into the shopper's experience. He argues that, people want to be closer to other people. Just in the same way that a person doesn't want to sit home alone and watch a movie on their television, but rather goes to a movie theatre to pay for the same movie. People are "entertained" by just watching other people go about their business. In this same way, some shopping malls have gone as far as providing fairs, exhibitions and other related activities, just to attract people into the malls.

Therefore, the public space acts as the major attraction and/or the component that keeps the shopper for a duration that is enough for them to view and see all that the shopping mall has to offer. The environment therein is of great importance too. For this reason, successful malls offer a controlled environment in their interiors. This gives a comfortable interior enabling shopper to go about their business in an atmosphere that

is optimal for such undertakings. Ventilation, lighting thus become a big phenomenon in the planning and designing of the shopping mall.

REVIEW OF LITERATURE

Wakefield and Baker [1] examined the relationship between three factors—tenant variety, mall environment and consumer shopping involvement and studied the influence of these factors on shopper excitement and desire to stay at a mall. Their findings indicated a differential influence from the three factors. Tenant variety had the biggest impact on shoppers' excitement, while the mall environment had the greatest influence on their desire to stay. Wakefield and Baker gave more in-depth consideration to environmental factors by grouping them into music, lighting and temperature, layout, architectural design and interior decor. Interestingly, they also found differential influence from the environmental factors on excitement and desire to stay. Architectural design had the strongest positive influence on excitement, but no effect on desire to stay. Interior decor, on the other hand, had the strongest positive effect on desire to stay, but no effect on excitement.

Bhatnagar [2] in her paper examined the extent to which the various factors comprising the internal vibes of the stores influence the visitors. The author concluded that the seven attributes against which the opinion was taken, were lighting in the store, colour scheme, window display, smell, music, design layout and cleanliness. She further explained that in the present age, goods are not only consumed for their use or exchange value, but are also consumed as signs of luxury, exoticism and excess. Thus, consumers need to be seduced and delighted when they come to a store for shopping. Stores with a beautiful display, perfect lighting coupled with appealing smell and music can

create sensations and affect consumer shopping attitude and patronage behaviour.

Chebat and Michon [3] argued that consumer's perceptions of the store environment influence their perceptions of product quality and consumer behavior. For example, if the consumers' perceptions of a shopping mall environment become more favorable, consumers will perceive product quality to be higher which can influence consumers to exhibit greater approach behavior in that environment.

Ranjan [4] in his research examined the impact of retail outlets and malls on the purchase behaviour of middle class consumers. He comments that the successful organised retail chains and the malls in the country, today operate at regional segments and are not aiming at the nationwide presence, at least for the time being. According to the author, in order to reach all classes of the society in India, organized retail formats should design a comprehensive and prospective business model, which offers the quality product / services at affordable prices, and generate more socially balanced business

Mas-Ruiz [5] having analysed the peculiarities of shopping centre marketing, also distinguished three image attributes of shopping centres: (1) shopping environment and variety, (2) parking and (3) shopping environment and professionalism.

Nicholls [6] Consumers visit shopping malls for a variety of reasons. For example, In Chile, consumers go to malls only when they need to buy

something. In Malaysia, people may regard shopping malls as community centers for economic and social activities. In the USA, many consumers view shopping malls as an entertainment source. This is does not only happen for purchasing products or services to satisfy wants and needs but also to seek shopping values.

OBJECTIVES OF THE STUDY

1. To find out impact of quality inferences on mall equity
2. To analyze the present status of malls in Gwalior region

HYPOTHESIS OF STUDY

H01: There is a no significant impact of quality inferences on mall equity

Research Design

The study was exploratory and empirical in nature. Primary data and secondary data is used for research.

Sampling Technique

Random sampling technique was used to identify the respondents of the study. Vishal mega Mart and Salasar mall is selected for the study.

Population

The population for the study included customers who use to buy products from Big bazaar and Deendyal mall and employees working in this malls. The targeted population for the study is 1200 samples.

Sample Size

Sample size was 100

Table 1: Description of Sampling

S.NO	Name of mall	Sample size	Customers	Employees
1	Vishal Mega Mart	50	40	10
2	Salasar Mall	50	40	10

Questionnaire

Structured questionnaires were prepared for the study and it was prepared by studying various past studies undertaken by researchers. The questionnaire is divided into two parts. First section of the questionnaire consist demographic profile of customers and employees. In first section, questionnaire demographics include gender, age, marital status, educational qualification, income, work experience. In the second part of questionnaire, variables related to quality inferences were included. The variables are measured

on five point Likert scale where 1= strongly disagree and 5= strongly agree.

Data Analysis

Demographic Profile

The demographic profile from surveyed respondents is shows a meaningful result. The gender distribution of respondents is 55 percent for male and 45 percent for female. Majority of respondents have bachelor degree qualification with 40 percent, intermediate with 30 percent and master degree with 30 percent.

Table 2: Reliability Statistics

Cronbach's alpha	Cronbach's alpha based on strandized items	No of items
.760	.763	14

The reliability of questionnaire were tested through reliability test and the value of cronbach's alpha is calculated which is more than .70.

Regression Analysis

Regression analysis has been carried to find out the relationship between independent and dependent variables and to find the relationship between quality inferences and mall equity.

Table 3: Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.603 ^a	.379	.385	8.511	1.884
a. Predictors: (Constant), Quality Inferences					
b. Dependent Variable: Mall equity					

Table 4: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9113.966	1	9113.966	125.833	.000 ^a
	Residual	14340.909	98	72.429		
	Total	23454.875	99			
a. Predictors: (Constant), Quality Inferences						
b. Dependent Variable: Mall equity						

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.620	2.581		7.602	.000
	Quality Inferences	2.039	.182	.623	11.218	.000
a. Dependent Variable: Mall equity						

The above table shows the regression results between quality inferences and mall equity. The equation for regression analysis from the above table can summarized as below

$$Y = a + b x + \text{error}$$

$$\text{Mall equity} = 19.620 + .623 (\text{Quality Inferences})$$

Value of Durbin watson is 1.884 which indicate that model is good fit for regression, Value of F is 125.833, which are significant at 0% level, and value of t is 7.602, which are also significant at 0% level. R square value is .389, which indicates 38.9 % of variance in mall equity is explained by quality inferences. This indicates that there is a significant impact of mall environment on mall equity. Thus, hypothesis is rejected.

CONCLUSION

It is concluded from the above study that quality inferences play a major role in influencing consumer behaviour and creating mall equity, the retail

organization should focus on the customer loyalty and infrastructure should be design in such a way that provides a satisfaction to customers.

The research found that the quality inferences plays a significant role for creating mall equity in malls, this findings will help the retailers to design their malls in consideration with all these factors so to retain their customers.

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